TV Digital Content Producer

Position Details
Class Code: 4875
Job Family: Broadcast/Communications
Classification: Support Professional
Terms of Employment: Pay Grade 53 on the Support Professional Salary Schedule
FLSA STATUS: NON-EXEMPT

Position Summary
Under general supervision, develops, writes, and produces multimedia content for digital platforms for educational and public interest digital and television broadcasts.

Essential Duties and Responsibilities
This list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Produces copy and content for digital / online mediums. Creates digital media, such as videos, podcasts, and GIFS, to create unique online experiences that can stand alone as original web content or function as a discrete extension of the Vegas PBS broadcast.
2. Operates various Clark County School District cars, pickup trucks, and vans.
3. Plans and directs how content will be found through search and hashtags.
4. Organizes the release of content on social platforms, before, during, and after the transmission of a broadcast.
5. Edits and posts relevant material from producers onto the website or other social media platforms.
6. Utilizes digital and social platforms to produce and deliver live updates.
7. Updates Facebook, Twitter, Instagram, and other social media platforms throughout the day.
8. Collaborates with production, content, and communications staff to reflect and maintain Vegas PBS branding standards.
9. Coordinates with various PBS services and other public media sources as needed to curate shared content and ensure technical functionality of digital platforms.

10. Creates web-based content from digital assets/materials gathered by (production or station staff) and ensures all material is cleared for multi-platform distribution.

11. Helps to manage comments and discussion posts as needed.

12. Researches and stays informed with current digital media trends, technologies, and best practices. Regularly shares that knowledge with colleagues.

13. Ensures that program content complies with Clark County School District, state, and federal laws, policies, and regulations and conformity with the broadcast standards within Federal Communications Commission (FCC) noncommercial rules and Public Broadcasting Service (PBS) guidelines.

14. Conforms to safety standards, as prescribed.

15. Performs other tasks related to the position, as assigned.

**Distinguishing Characteristics**

Involves producing, writing, and creating digital programs for Vegas PBS across its many platforms. Ensures that all content news and documentary meets standards for journalistic integrity and PBS production quality and specifications.

**Knowledge, Skills, and Abilities (Position Expectations)**

1. Must embrace, actively support, and develop the corporate culture of teamwork, diversity and inclusion, integrity, excellence, and service.

2. Knowledge of basic computer software applications.

3. Knowledge of television production activities, techniques, audio, and broadcast equipment.

4. Ability to write original education materials/scripts for digital production.

5. Ability to edit scripts.

6. Ability to plan and organize work and set priorities.

7. Ability to concentrate on the accuracy of details.

8. Ability to work flexible hours or shifts.

9. Ability to safely, relocate heavy objects.

10. Ability to interpret, explain, and apply accurate written and oral instructions.

11. Ability to communicate clearly both orally and in writing.
12. Ability to work cooperatively with employees, other agencies, and the public.
13. Ability to recognize and report hazards and apply safe work methods.
14. Commitment to journalistic standards of ethics and accuracy. Including, but not limited to, AP style writing and attention to grammar.
15. Expert understanding of Facebook, Twitter, and emerging social media.
16. Possess physical and mental stamina commensurate with the responsibilities of the position.

Position Requirements

Education, Training, and Experience
1. High school graduation or other equivalent (i.e., General Educational Development (GED), foreign equivalency, etc.).
2. Five (5) years’ experience in television production; or, Bachelor’s degree from an accredited college or university in television production, film production, communications, or journalism; plus one (1) year experience in television production.

Licenses and Certifications
1. A valid driver’s license that allows the applicant/employee to legally operate a motor vehicle in Nevada. License must be maintained for the duration of the assignment.
2. Copy of current driving history (dated within six (6) months from the date printed) issued by the Department of Motor Vehicles, at time of application or Qualified Selection Pool (QSP) placement and at time of interview prior to final selection.

Preferred Qualifications
Previous experience as a digital writer, editor, or producer.

Document(s) Required at Time of Application
1. High school transcripts or other equivalent (i.e., GED, foreign equivalency, etc.).
2. College transcript from an accredited college or university, if applicable.
3. A valid driver’s license that allows the applicant/employee to legally operate a motor vehicle in Nevada.
4. Copy of current driving history (dated within six (6) months from date printed) issued by the Department of Motor Vehicles.
5. Specific documented evidence of training and experience to satisfy qualifications.
Examples of Assigned Work Areas
TV studio and various on-location sites (i.e., natural settings, etc.).

Work Environment

Strength
Light - exert force to 20 lbs., occasionally, or 10 lbs., frequently, or negligible force constantly. May involve significant standing, walking, pushing, and pulling.

Physical Demand
Frequent reaching, handling. Occasional repetitive fine motor activities. Constant talking and hearing. Vision: frequent near and far acuity, occasional depth perception, focal length change, color vision and peripheral vision. Vision to read printed materials, Video Display Terminal (VDT) screens or other monitoring devices. Vision: Occasional near and far acuity, depth perception, focal length change and color vision. Hearing and speech to communicate in person or over the telephone.

Environmental Conditions
Climate-controlled office setting to work outdoors in varied weather. Moderate noise intensity level.

Hazards
Furniture, playground/office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand operated equipment and machinery (as related to specific assignment).

Examples of Equipment/Supplies Used to Perform Tasks
District issued/personal vehicles, television camera, lighting equipment, audio equipment, personal computers, videotaping and editing machines, video production switcher, and video character generators, etc.
AA/EOE Statement
This employer does not knowingly discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin.

Job Revision Information
- Revised: 01/14/22
- Created: 01/14/22